

INTERTYPE

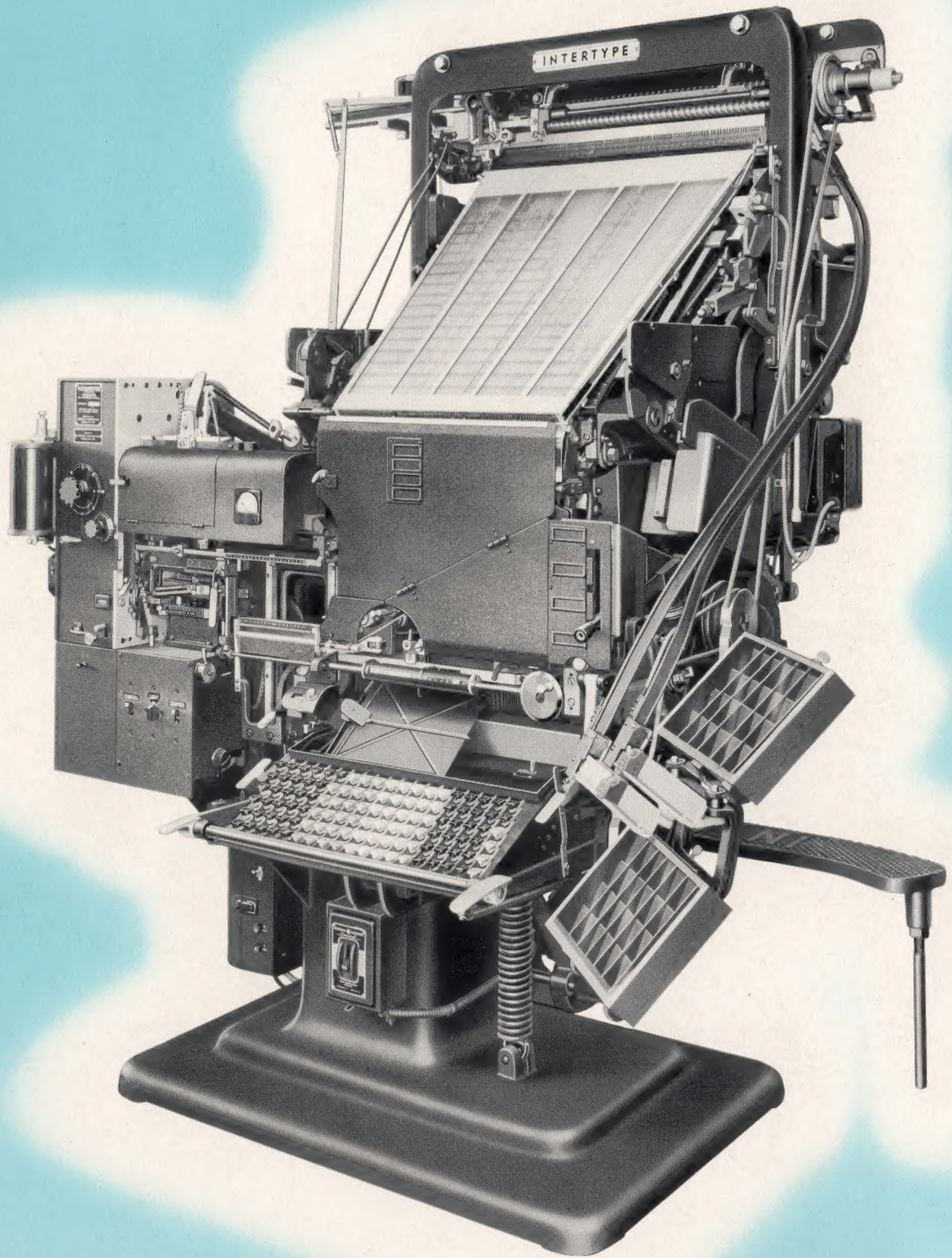
presents



New Horizons

*for the
modern
printer*





Introducing the

F

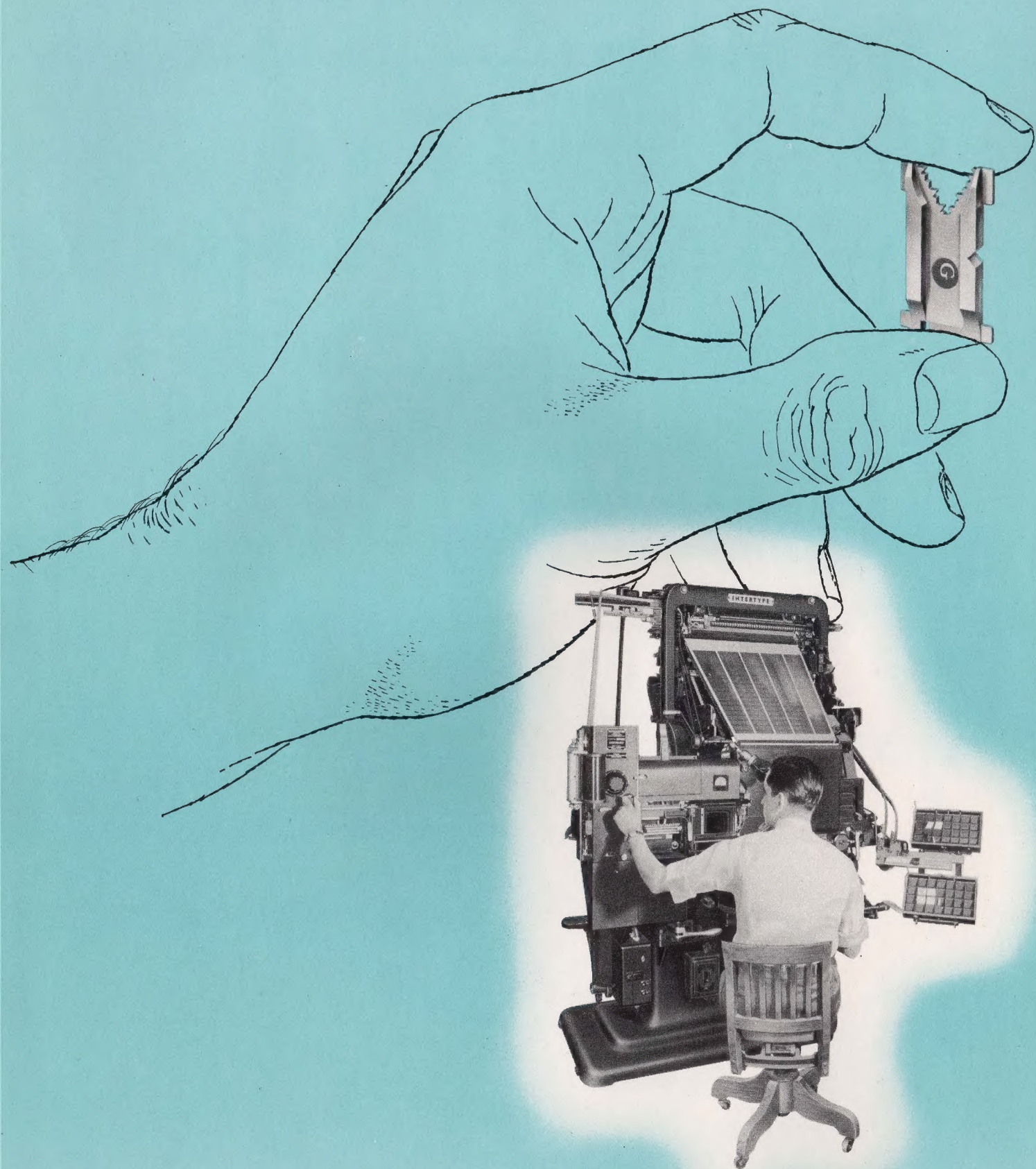
otosetter



*the
photographic
line
composing
machine*

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I *ntertype*

C O R P O R A T I O N

manufacturer of modern
line casting machines for printers
throughout the world, presents
the FOTSETTER Photographic
Line Composing Machine—the first
keyboard-operated machine to
produce photographic type
composition on a commercial basis.

INTERTYPE CORPORATION • BROOKLYN 2, NEW YORK

A New Era in Printing

Original Fotosetter
Paper Positive

- The Fotosetter machine introduces a new era in printing fully as significant as the one which saw the birth of the line casting machine. This machine put metal type composition on a production basis; the Fotosetter machine does the same for photographic composition.
- The Fotosetter is an automatic, photographic line composing machine. It produces justified composition in galley form directly on film or photographic paper in one operation. This composition can be reproduced on offset-lithographic, gravure and letterpress plates, using standard platemaking methods in each case.
- The Fotosetter machine gives the printer a perfected tool for economically producing type of unexcelled refinement at a speed commensurate with that of the line casting machine.

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Film Positive

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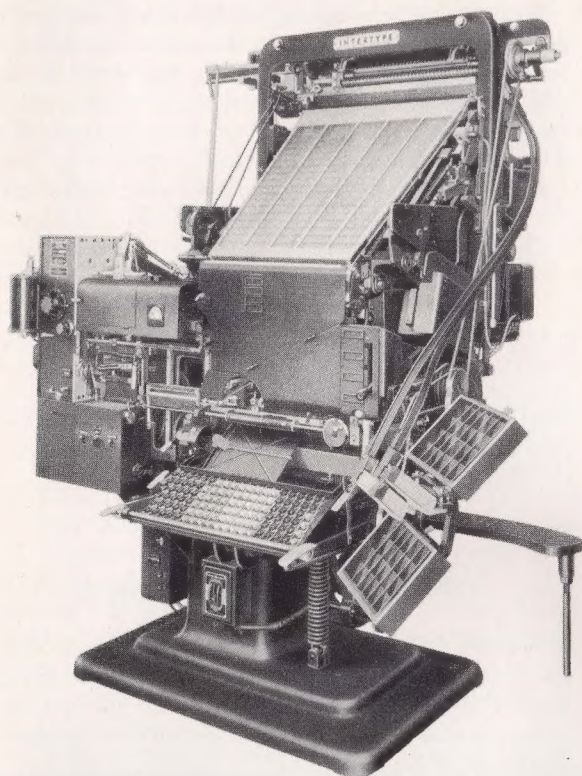
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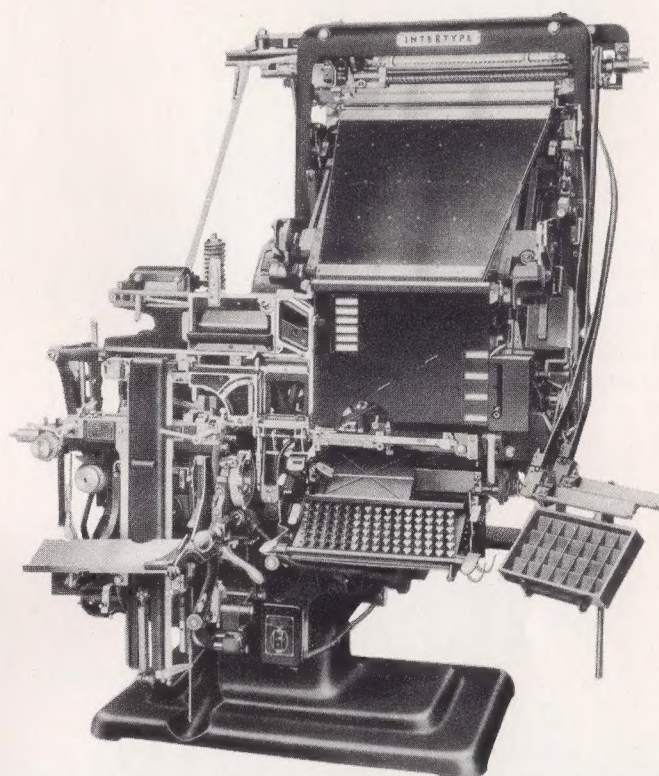
Original Fotosetter
Film Negative

Development of the FOTOSSETTER

The development of the Fotosetter machine started with the acquisition of a new design of a photographic character-bearing matrix. In developing this new matrix and designing a machine to use it effectively, Intertype Corporation concentrated on meeting every requirement ever advanced for a practical photographic line composing machine. Intertype engineers undertook these problems over a decade ago. Their perfected solution is the FOTOSSETTER machine.



INTERTYPE FOTOSSETTER
Line Composing Machine



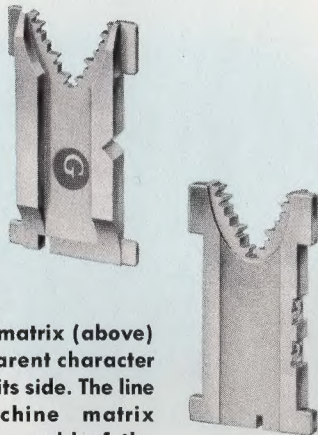
INTERTYPE MODEL F4
Line Casting Machine

Familiar and Proven Principles

In appearance and operation, the Fotosetter machine is similar to the Intertype line casting machine. It employs the time-proven circulating matrix, assembled and distributed in the usual way. In place of the metal pot, a camera is used. The camera operates on the letter-by-letter principle of photographing each character object individually. This is the principle recognized as the best approach to clear and accurate reproduction of characters.

The Fotosetter is one of the few technological innovations which does not require extensive retraining of a work force. It can be operated by a line casting machine operator with very little additional training. Like a line casting machine, it can be operated by means of mechanical or typewriter keyboards.

The FOTOMAT and the FOTOFSETTER machine



The Fotomat matrix (above) has a transparent character imbedded in its side. The line casting machine matrix (right) has a mold of the character recessed in its edge.

THE FOTOMAT

The Fotosetter matrix, or Fotomat, carries the photographic negative character from which Fotosetter composition is produced. As shown in the illustration, the Fotomat resembles the familiar line casting machine matrix. However, instead of a punched character from which type is cast, the Fotomat has a photographic character object imbedded in its side. The thickness of the Fotomat body is used to control the setwise spacing of the character images projected on the film.

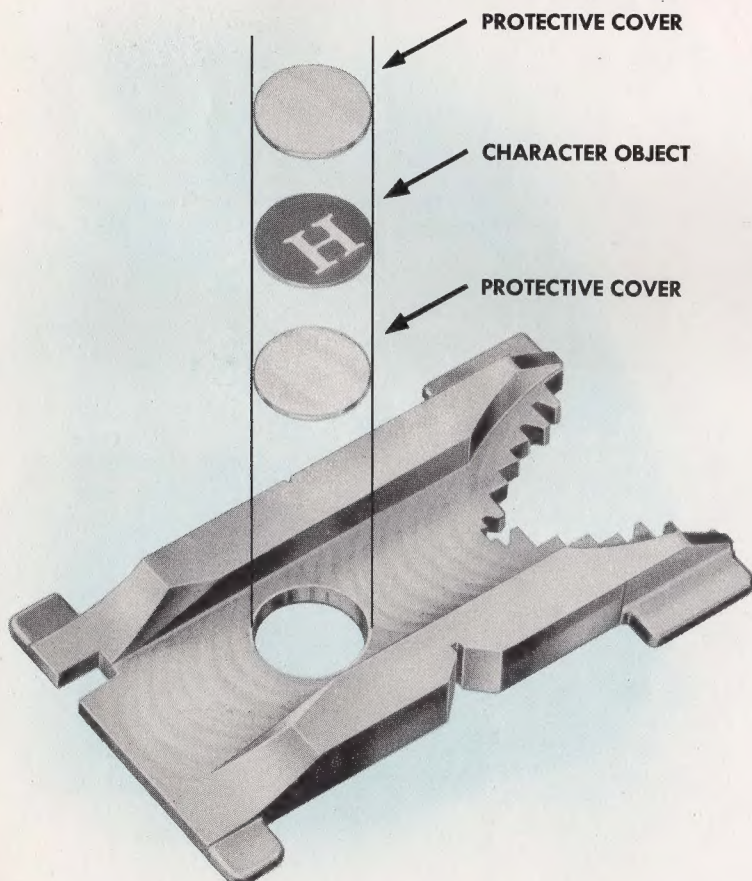
The Fotomat character is prepared on film from a greatly enlarged artist's drawing. The film, bearing the letter reduced to a master font size, is securely held in accurately aligned position between transparent covers. These covers seal and protect the character object from foreign particles or injury.

THE FOTOFSETTER MACHINE

QUALITY, SPEED and **FLEXIBILITY** are notable features of Fotosetter production. These combined factors insure the practical adaptation of the Fotosetter machine to the needs of the modern printer.

QUALITY. The Fotosetter machine offers the printer typography of unexcelled refinement. The Fotomat design permits a faithful reproduction of the designer's letter, sharp in every detail to the finest serif or hairline. The space between letters is controlled by the thickness of each Fotomat. Since there is no limitation on Fotomat thickness, close-fitting composition is assured for all letter combinations. This principle of Fotomat design makes possible full kerning composition of exceptional beauty.

Another vital factor toward achieving quality is that the Fotosetter camera operates on the letter-by-letter principle of exposing each character individually. Of equal importance is the fact that every character object is held absolutely stationary during exposure. This guarantees sharp, undistorted reproduction. A final factor contributing to uniform type quality is the use of pre-focused lenses designed for specific point sizes.



e f o

MATRIX
WIDTH

Fotsetter matrices (left) do not have to be letter wide as in the case of line casting machine matrices (right). This permits full kerning of roman and italic letters.

e f o

MATRIX
WIDTH

SPEED of operation became possible as soon as the circulating matrix was proved practical for photo-composition. By using such a matrix, the rapid, continuous operation of the line casting machine could be adapted to the Fotsetter machine.

Fotsetter speed is achieved by making every possible operation automatic. In the complete cycle of operations, only two depend upon the operator. These are the manipulation of the keyboard to obtain the required matrices and the raising of the assembled line of matrices to the delivery channel. All the other operations are automatic.

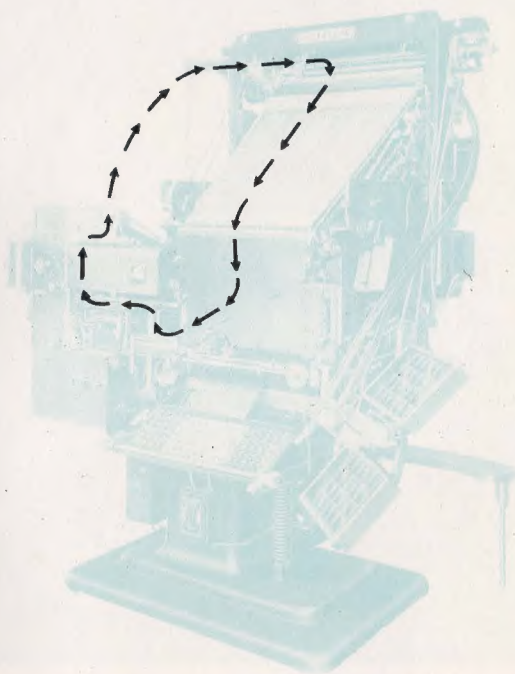
FLEXIBILITY of Fotsetter composition is made possible by extensive matrix equipment on the machine, and the means for using that equipment with the greatest possible speed and convenience.

Fotofonts are stored in Visilite transparent magazines similar to those used on the Intertype line casting machine. The Fotsetter magazine contains 117 channels, or twenty-seven more than are available on a line casting machine magazine. This feature makes it possible to place all the basic characters of a font in a single magazine—lower case, caps, small caps, figures, spaces, points, etc. An extra channel is provided for lower case e's and two extra channels for spaces.

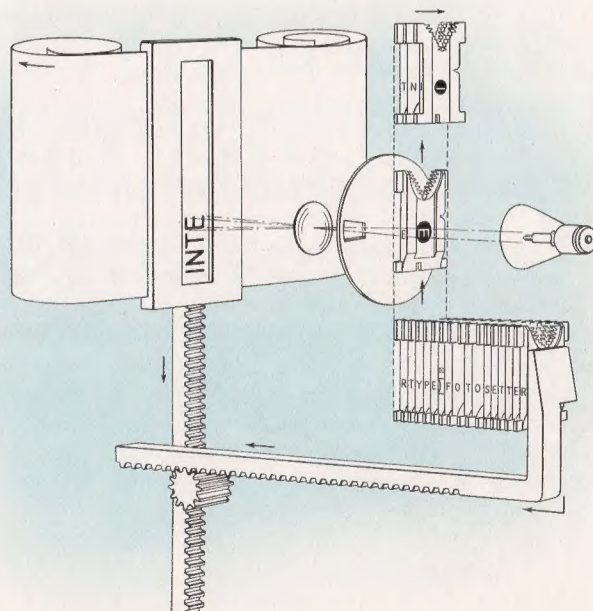
The keyboard, based upon the layout of the line casting machine keyboard, is adapted to the extended range of the magazine. Flexibility of Fotsetter composition is greatly increased by the availability of any number of pi characters, for example: % 1/2 1/4 3/4 1/8 5/8 7/8 * + † § ¶.

A most important factor in Fotsetter flexibility is the use of Intertype's mixer principle. This principle provides rapid assembly and continuous distribution of matrices from adjacent magazines. Fotomats from any two adjacent magazines can be mixed in the same line. Up to four magazines may be carried on the machine.

Maximum utility is achieved through the possibility of enlarging and reducing type sizes. Fotsetter composition is based on the use of two basic or master font sizes to produce type sizes ranging from four to thirty-six points. Equipped with eight lenses, the Fotsetter camera can produce up to eleven different type sizes from the two basic font sizes of Fotomats.

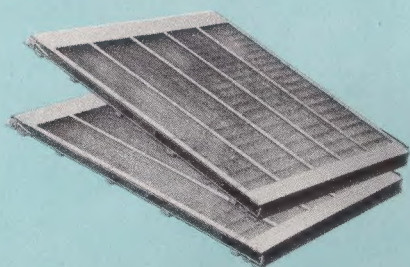


Circulating matrix principle and individual exposure of stationary character objects produce composition of unexcelled refinement.



From Two Basic Fonts

*and suitable lenses
the Fotosetter machine
can produce the
following type sizes*



*Substitute lenses (extra equipment)
must be used to produce these sizes.

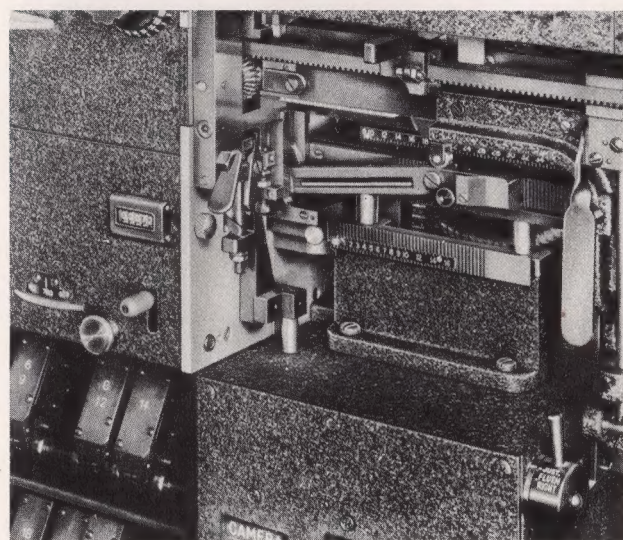
*4 pt.	<i>New Horizons for the Modern Printer</i>
*5 pt.	<i>New Horizons for the Modern Printer</i>
6 pt.	<i>New Horizons for the Modern Printer</i>
7 pt.	<i>New Horizons for the Modern Printer</i>
8 pt.	<i>New Horizons for the Modern Printer</i>
9 pt.	<i>New Horizons for the Modern Printer</i>
10 pt.	<i>New Horizons for the Modern Printer</i>
11 pt.	<i>New Horizons for the Modern Printer</i>
12 pt.	<i>New Horizons for the Modern Printer</i>
14 pt.	<i>New Horizons for the Modern Printer</i>
*16 pt.	<i>New Horizons for the Modern Printer</i>
18 pt.	<i>New Horizons for the Modern Printer</i>
24 pt.	<i>New Horizons for the Modern</i>
*30 pt.	<i>New Horizons for the M</i>
36 pt.	<i>New Horizons for the</i>

Justification

The justification mechanism automatically measures a composed line of Fotomats for the amount of space which must be distributed to effect justification. Then, during the exposure of the individual characters, this space is distributed automatically between words and characters throughout the reproduced line. If desired, the distribution of the space can be confined entirely to the spaces between words. These unique features are a great convenience and time-saver to the operator in filling out difficult lines.

By simple adjustments pre-set by the operator, tabular matter may be set at either or both ends of a justified line.

After a composed line of Fotomats is measured for justification, feeding devices move the Fotomats one by one in succession from the head of the line and through the camera. Each individual Fotomat is accurately positioned with respect to the lens and held stationary during exposure. The Fotomats are then carried to a transfer position for return to the magazine.



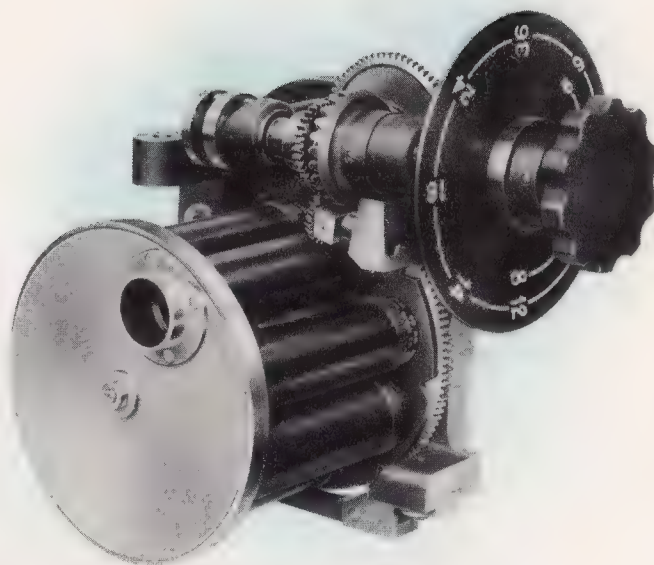
The justification mechanism automatically adds increments of space between each character and word by utilizing the simple principle of the inclined plane and wedge.

The Lenses and Lens Turret

An outstanding feature of Fotosetter flexibility is the possibility of producing enlarged or reduced type sizes without changing magazines. Eight pre-focused lenses can be mounted in the lens turret and all are available for selective use. The operator merely turns the indexed turret dial to the type face size he wishes to produce.

Two fonts of Fotomats of a basic type design cover the usual range of type face sizes from four to thirty-six points. With eight lenses, the Fotosetter camera will produce as many as eleven different type face sizes from the two basic fonts. A Fotosetter machine, equipped with four magazines and eight lenses, can produce thirty-two different type faces or type sizes.

Since each magazine contains 114 different characters, the Fotosetter, equipped with eight lenses, places directly at the disposal of the operator a maximum of 114 x 32 or 3,648 keyboard characters. This number of characters, of course, can be increased by the use of unlimited pi characters.



The lens turret holds eight lenses.

The Film

The superior typography afforded by Fotomats and by the lenses and justifier of the Fotosetter is preserved in the reproduced camera copy. That copy meets the most exacting and diverse requirements of different plating processes.

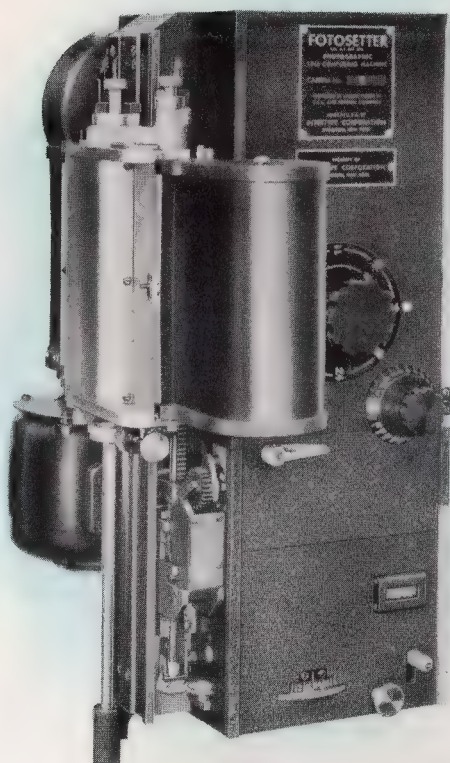
When an object is contact-printed *through* film to the emulsion or sensitized side of a plate, the image may lose sharpness. To secure reproduction of highest quality, the *emulsion side of the film should be placed next to*

the plate in platemaking. This is always possible with film taken from the Fotosetter.

Since the Fotomat character is a negative, its exposure on film results in a positive. However, by special processing the film can be developed as a negative. Thus, whether the platemaker needs a positive or a negative, whether he needs copy reading from left to right or from right to left, the Fotosetter camera gives it to him with emulsion-to-emulsion contact.

THE FOTOSETTER PROVIDES FOR EVERY NEED

POSITIVE left to right reading	Intertype FOTOSETTER
NEGATIVE left to right reading	Intertype FOTOSETTER
POSITIVE right to left reading	Intertype FOTOSETTER
NEGATIVE right to left reading	Intertype FOTOSETTER
PAPER POSITIVE left to right reading	Intertype FOTOSETTER



The Film Carriage

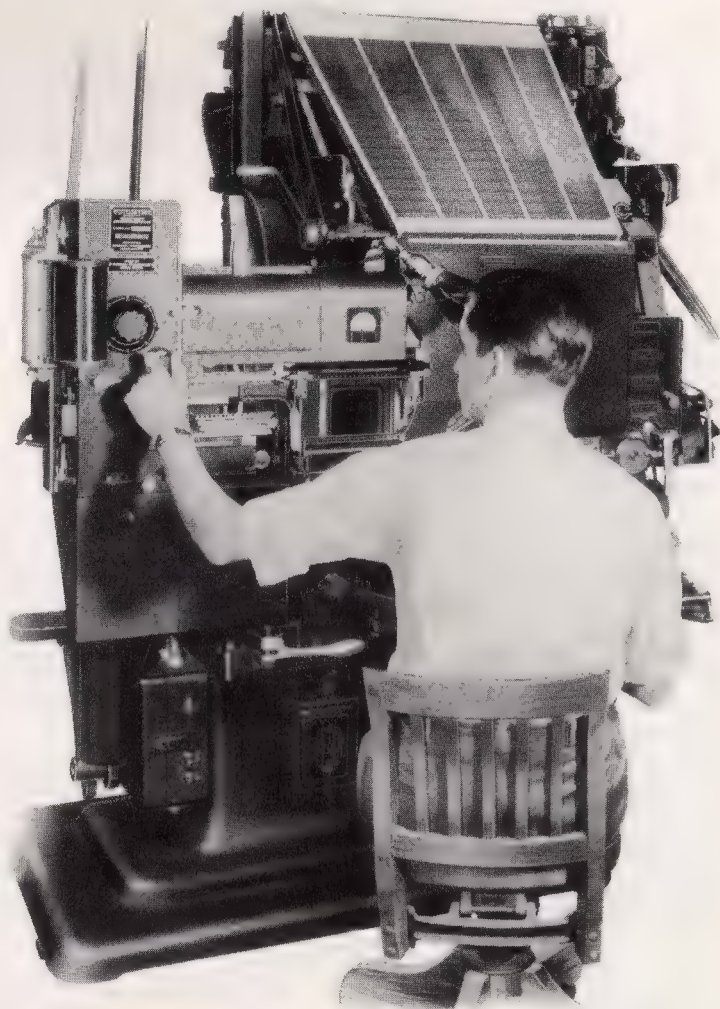
A supply of unexposed film or sensitized paper is stored in a light-proof removable container attached to the Fotosetter film carriage. Exposed film is fed into a receiving container at the front of the carriage. This container can be removed at any time and in daylight to extract an exposed length of film. As much as twenty feet of film or paper, in widths accommodating lines up to forty-two picas, can be stored in the supply container.

The film carriage automatically drops by gravity each time a Fotomat is fed into the camera. The distance it drops is determined by connected racks and a gear train operating under control of the thickness of each Fotomat. Since the thickness corresponds to the setwise width of the character object, the successive exposures are accurately spaced. Conveniently exchangeable gear units alter the step by step dropping of the carriage in proper proportion to any selected degree of enlargement or reduction.

Film Feed for Line Spacing

“Leading” or spacing between lines is effected automatically. The film advances the desired distance, after all the Fotomats in a composed line have been exposed. The amount of leading is controlled by the Line Space Dial at the front of the camera.

This dial provides for all standard spacing up to thirty-six points—line casting machine standards, type founder standards or fractions of an inch. Any spacing unit, once set, will automatically repeat until the dial setting is changed. Another dial at the top of the film carriage allows the operator to add any amount of extra line spacing desired, as when setting chapter heads, side heads, occasional display lines, etc.



All controls are within easy reach.

Proofs

Proofs of film composition, in the form of positive prints, are obtained after exposure of a few seconds in any type of printing frame or blueprinting machine.

The ozalid type diazo printing machine provides a highly legible and satisfactory proof because ozalid paper readily takes pencil, ink or any other marking material. Such proofs serve all the purposes of galley proofs made from type metal, and are much cleaner.

If more than a few proofs are required, they may be quickly run off on an offset duplicating machine. Photo-sensitive paper plates are available for these machines which faithfully reproduce Fotosetter composition. Processing can be done in daylight and requires only a few minutes.



PRINTING FRAME METHOD



OFFSET METHOD



DIAZO METHOD

FOTOSETTER

Correction and Make-up Procedure

Corrections in Fotosetter composition, whether on film or on photographic paper, are made quickly and easily. For this purpose Intertype engineers have devised simple and convenient equipment which automatically insures perfect alignment and parallelism when corrected lines are substituted.

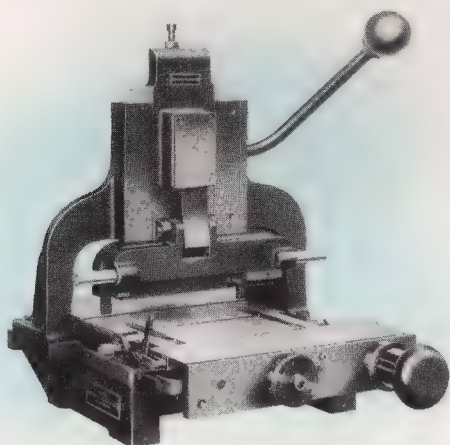
Accuracy is assured by the use of register holes which are punched automatically in the film or paper prior to photographing. These holes provide a positive and accurate mechanical guide which insures perfect alignment when making corrections as well as when trimming and inserting different units of film for make-up purposes.

The correction device includes a line-strip punch, locating pins for the register holes and a dial for adjust-

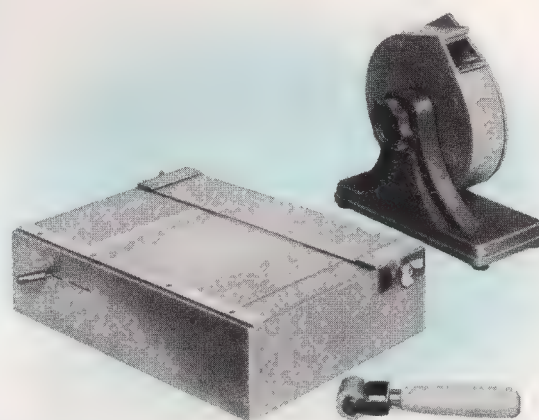
ing the pins to type size and line spacing. When the punch is operated it cuts out the original line and the corrected line to exactly the same size.

An illuminated vacuum box or frame facilitates insertion of the corrected line in the original film or paper. The inserted strips are fastened with transparent tape while held in position by the vacuum.

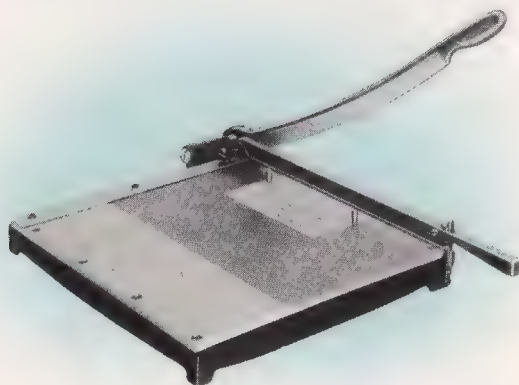
By means of a simple trimming board, arranged to use small pins in continuous parallel grooves, the register holes in the film insure perfect alignment and squaring while trimming for both head or foot space and for margins or gutters. Also, in connection with a similarly grooved vacuum make-up table illuminated from beneath, the register holes are used for obtaining perfect alignment while stripping up into columns or pages.



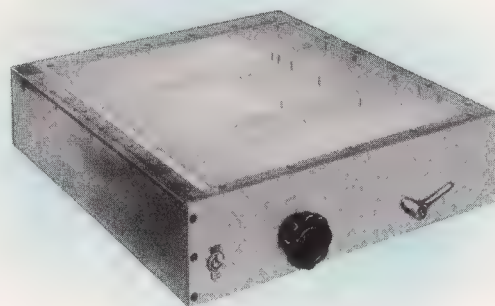
LINE-STRIP PUNCH



VACUUM CORRECTION BOX



TRIMMING BOARD

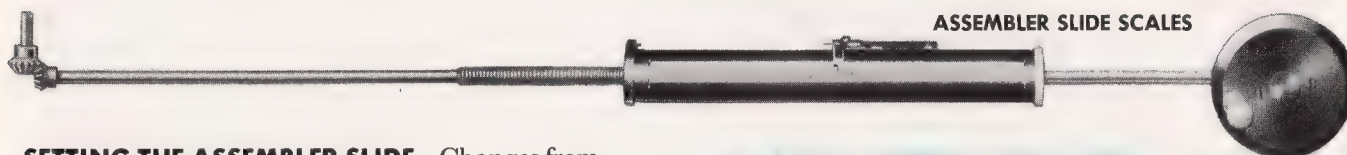


VACUUM MAKE-UP TABLE

FOTOSETTER *Machine* *Controls*

ASSEMBLER SLIDE SCALES. Nine assembler slide scales, mounted on a rotatable drum, provide direct-reading measurements for setting the assembler slide for any length of line up to forty-two picas.

Whether the operator wishes to enlarge a twelve point font up to thirty-six points or reduce an eight point font to six points, he simply turns the required scale into position. This precalculated scale tells him directly how long to compose the line of Fotomats in order that the reproduced line will be the proper length in the selected type size.



SETTING THE ASSEMBLER SLIDE. Changes from one measure to another on the assembler slide scales are made by turning a handle at the right of the keyboard. This handle provides a centralized control which simultaneously sets the assembler slide and the line delivery stop for any measure selected.

JUSTIFICATION AND TABULAR SCALES. In connection with the justifying mechanism, scales are provided for setting tabular matter at the left or at the right of justified matter.

THE JUSTIFICATION CONTROL LEVER determines whether a line will justify to the full measure or whether the line will automatically set flush left or right when setting ragged composition.

THE FILM CARRIAGE DRIVE GEAR UNITS. Conveniently exchangeable gear train assemblies, each of a ratio proportioned to the type sizes of reproductions from a selected lens, are stored in a receptacle at the base of the camera. Each gear assembly is plainly marked in correspondence with the markings on the lens turret dial, thus enabling the operator to quickly select the proper assembly.

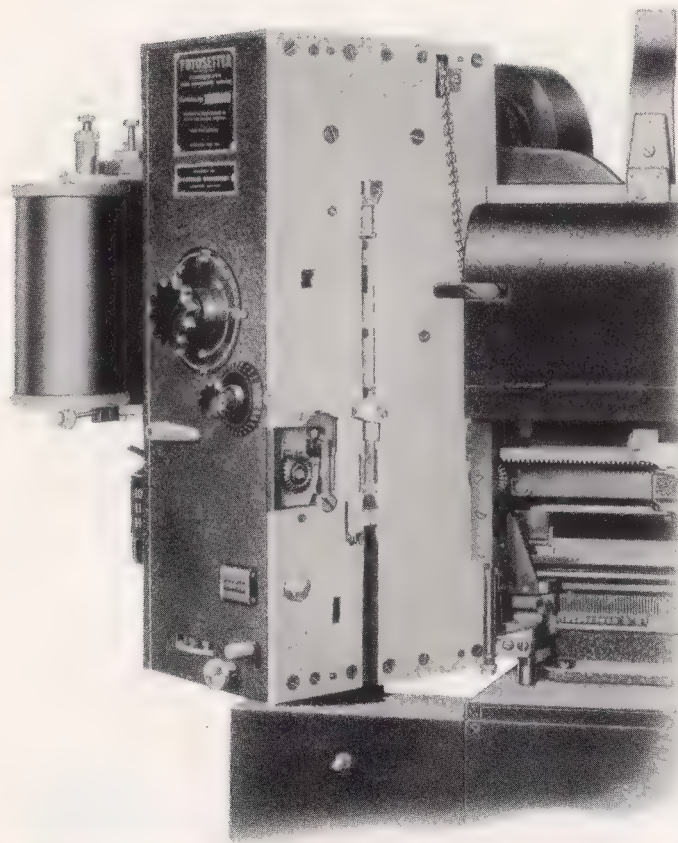
THE CAMERA LIGHT RHEOSTAT regulates the intensity of the light which projects the character object. A constant voltage transformer assures uniform illumination and a light meter indicates the intensity of the light at any setting of the rheostat.

TABULAR SCALES

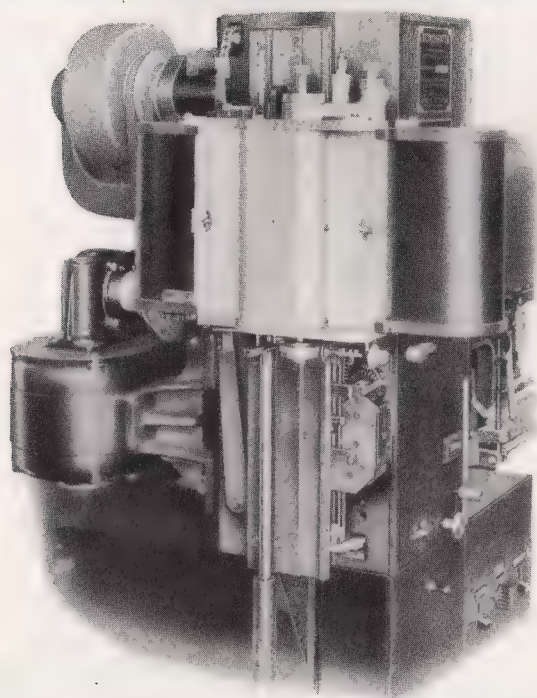
JUSTIFICATION CONTROL LEVER

ASSEMBLER SLIDE SCALES

FILM CARRIAGE DRIVE GEAR UNITS



THE CAMERA ASSEMBLY
swings out for inspection.



THE FILM CARRIAGE
travels vertically on precision guide rails.

THE LENS TURRET DIAL provides instant and accurate selection of the desired lens. The large numerals indicate the point sizes of the type faces which the respective lenses will produce. Accurate location of each lens is assured by positive detent stops. *These stops are adjustable to provide bottom alignment of all type sizes.*

THE AUTOMATIC FILM-FEED DIAL provides twenty-six different line spacings and repeats the selected spacing continuously and accurately until the setting is changed.

THE MICROMETER FILM-FEED DIAL automatically adds to or subtracts from the basic line-space feed. It permits changes in the basic feed by increments of a thousandth of an inch and makes possible fractional body sizes to copyfit the desired depth.

THE MANUAL FILM-FEED DIAL permits additional spacing of occasional display lines, chapter heads, sub-heads, side heads and the like. Therefore, spacing normally inserted in a separate make-up operation can be provided instantly during composition.

THE BLANK-OUT LEVER prevents the film from feeding and the characters from exposing when the operator wishes to "kill" a line. This enables the operator to send a pi line through the camera for distribution without exposing the unwanted line.

THE LINE COUNTER records only lines which have been exposed on the film.

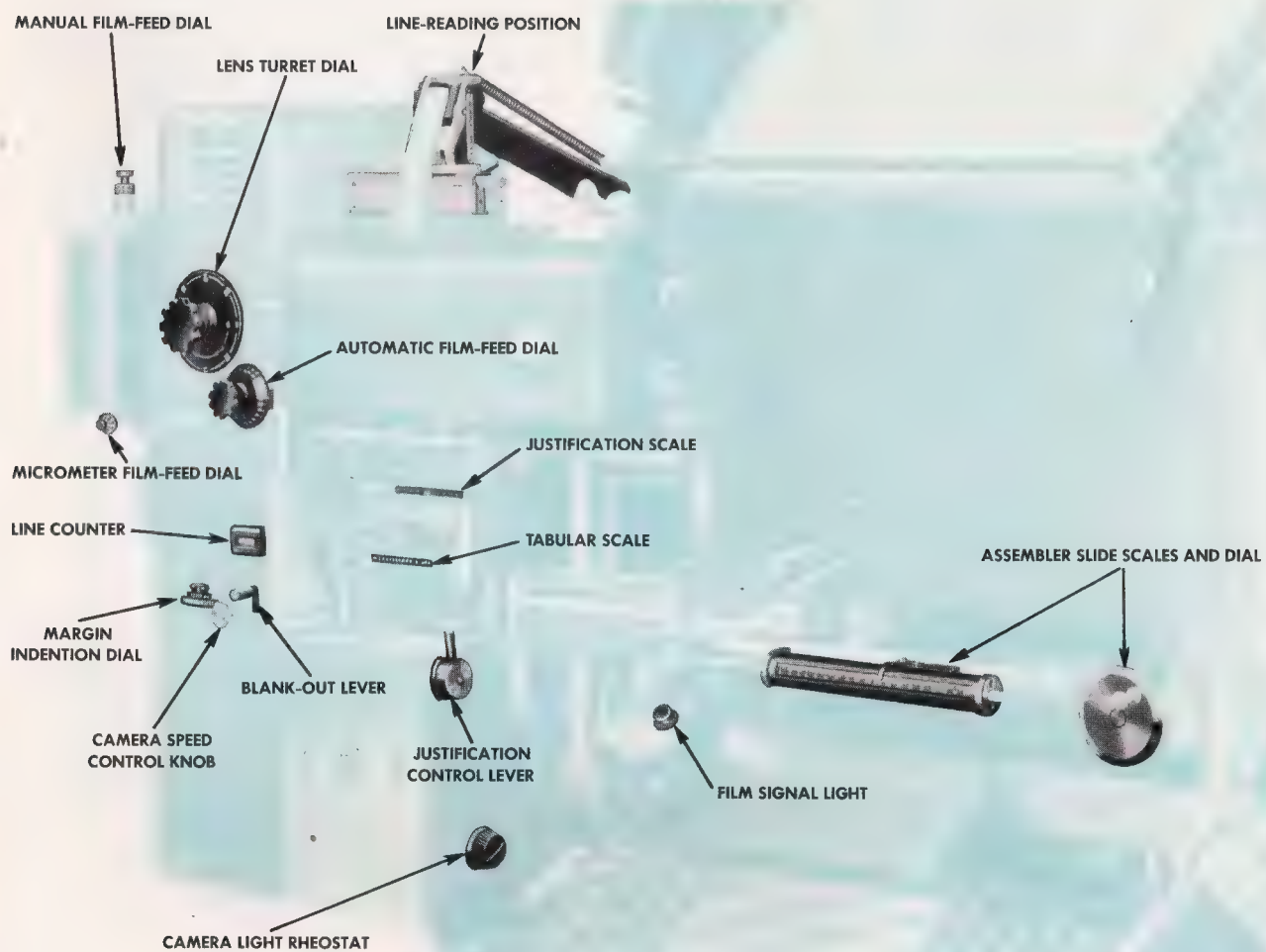
THE LINE-READING POSITION of the distributing elevator enables the operator to find his place in the copy after an interruption. The elevator automatically returns the Fotomats to the distributor as soon as the first word space of the next line has been released. When the operator sets composition continuously, the elevator does not stop in the line-reading position.

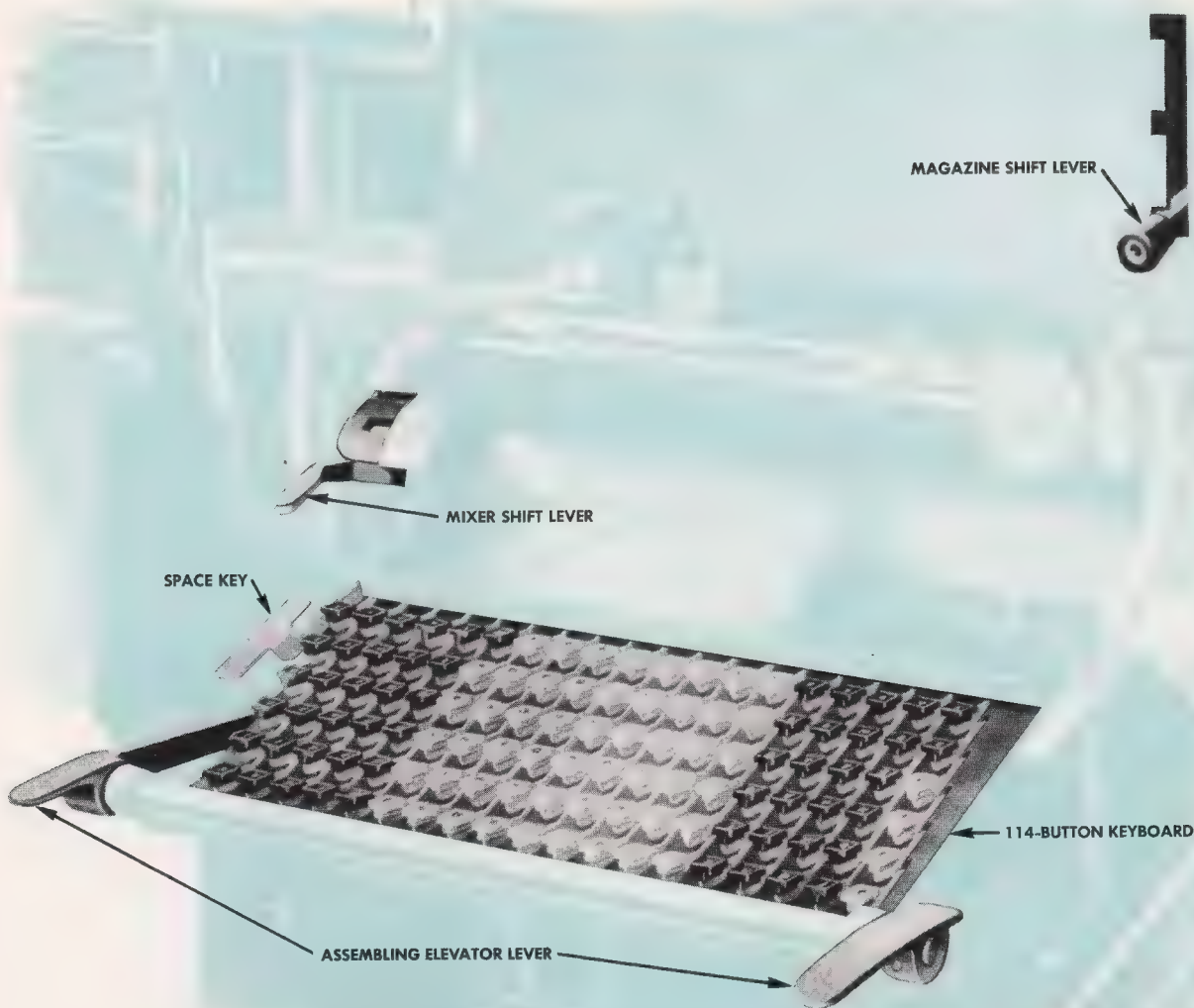
THE MARGIN INDENTATION DIAL assures even, vertical alignment of the first characters down the left side of a column, for example, a thirty-six point cap A in one line aligning on the left with a six point cap A at the beginning of the next line.

THE CAMERA SPEED CONTROL KNOB regulates the exposure speed for text and display matter. The operator simply places the control in either of the two positions to obtain the required speed.

A FILM SIGNAL LIGHT indicates when the supply of film is nearly exhausted.

ALL PARTS OF THE CAMERA are readily accessible. The camera can be swung out for inspection or it can be removed from the machine as a complete unit.





Keyboard *and* magazine controls

The keyboard and magazine controls of the Fotosetter line composing machine are practically identical in appearance and location with those on an Intertype line casting machine.

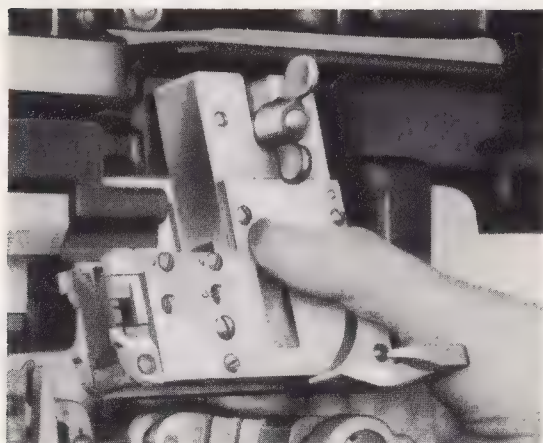
By flipping the Mixer Shift Lever, the operator can assemble matrices from adjacent pairs of magazines in the same line at straight matter speed.

Shifting magazines is practically effortless. A simple movement of the Magazine Shift Lever controls the

power-operated shifting mechanism which rapidly brings the desired magazines into position.

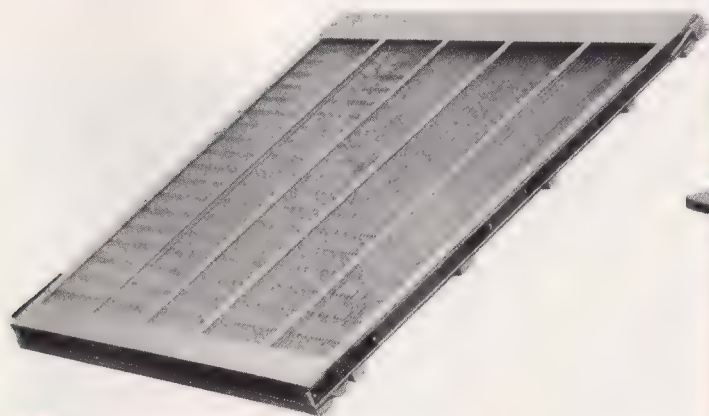
Incorporating these and many other standard Intertype features in the Fotosetter line composing machine assures that its flexibility and output will equal today's highest production requirements. In addition, skilled line casting machine operators will find so many features that are familiar in the new Fotosetter line composing machine that they can be quickly trained in its use.

Other features of the FOTOSETTER machine

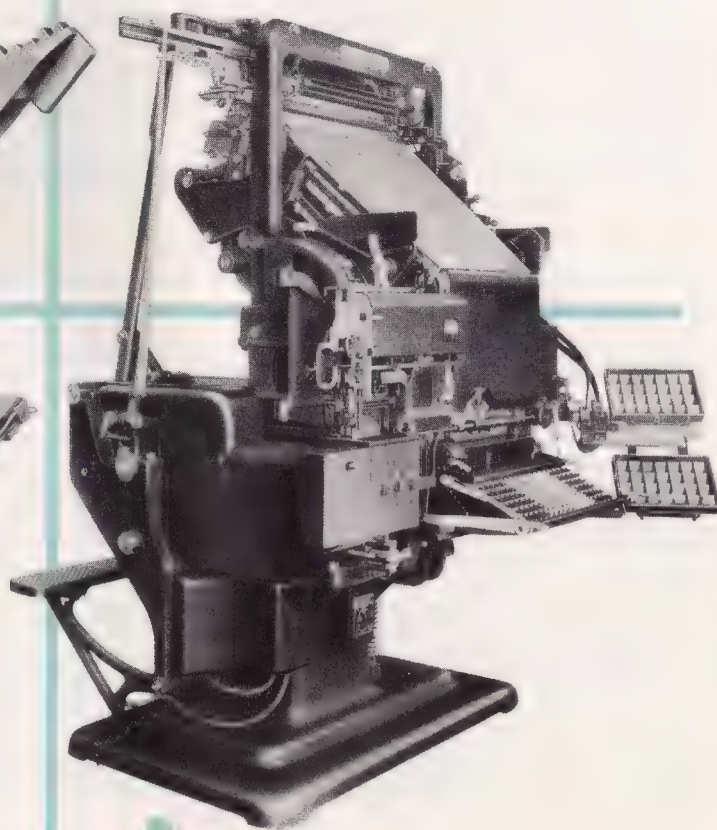


The simple Intertype single distributor box system of continuous distribution automatically separates mixed matrices after use and returns them to their proper magazines. When the operator wishes to shift magazines, a signal light tells him when the distributor is clear.

Notches cut in the base of the Fotomats actuate a selector mechanism which governs their return to the proper magazine.



Fotomats are stored in lightweight Visilite magazines. The transparent cover of the magazine permits quick matrix inventories. Automatic shutters keep out dust and prevent the possibility of spilling the Fotomats when changing magazines.



Notice the absence of exposed cams, levers and gears. The functionally designed Fot setter machine is easy to get at for cleaning and servicing, yet mechanisms are covered for maximum safety and cleanliness.

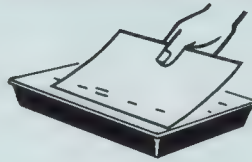
See how the FOTOSETTER machine

LITHOGRAPHY

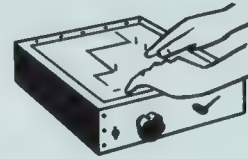
FOTOSETTER METHOD



COMPOSITION ON FILM



DEVELOP TRANSPARENT
NEGATIVE OR POSITIVE



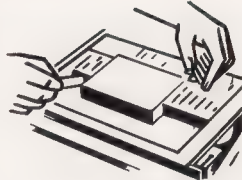
PAGE MAKE-UP



CONVENTIONAL METHOD



COMPOSITION IN METAL



MAKE-UP



REPRODUCTION PROOFS



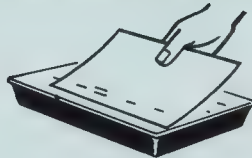
NEGATIVE PHOTOSTATS

GRAVURE

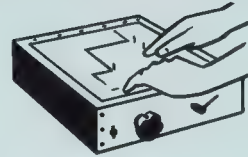
FOTOSETTER METHOD



COMPOSITION ON FILM



DEVELOP TRANSPARENT
NEGATIVE OR POSITIVE



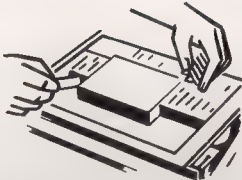
PAGE MAKE-UP



CONVENTIONAL METHOD



COMPOSITION IN METAL



MAKE-UP



REPRODUCTION PROOFS



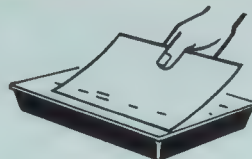
NEGATIVE PHOTOSTATS

LETTERPRESS

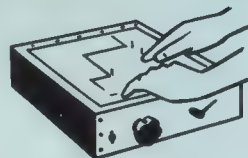
FOTOSETTER METHOD



COMPOSITION ON FILM



DEVELOP TRANSPARENT
NEGATIVE OR POSITIVE



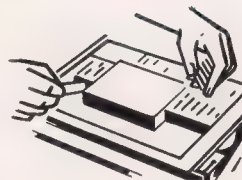
PAGE MAKE-UP



CONVENTIONAL METHOD



COMPOSITION IN METAL



MAKE-UP



REPRODUCTION PROOFS



NEGATIVE PHOTOSTATS

saves steps in platemaking



FORM MAKE-UP

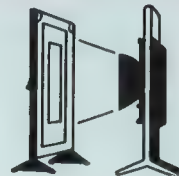
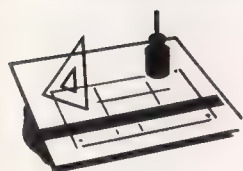


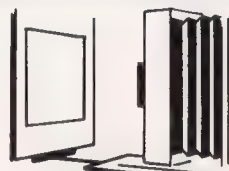
PLATE EXPOSURE



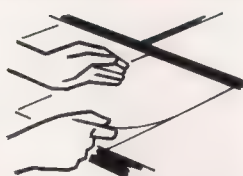
PLATE DEVELOPMENT



PASTEUP



PHOTOGRAPHIC
NEGATIVE OR POSITIVE



FORM MAKE-UP

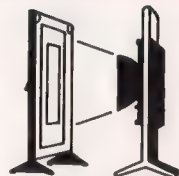


PLATE EXPOSURE



PLATE DEVELOPMENT



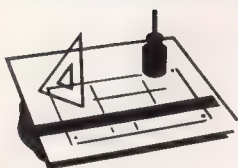
FORM MAKE-UP



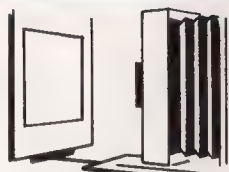
CARBON TISSUE



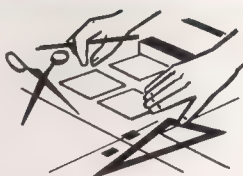
ETCHING THE CYLINDER



PASTEUP



PHOTOGRAPHIC
TRANSPARENT POSITIVE



FORM MAKE-UP



CARBON TISSUE



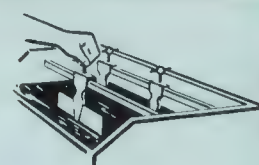
ETCHING THE CYLINDER



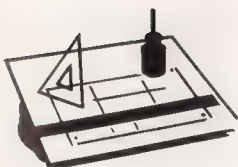
STRIPPING AND INSERTING



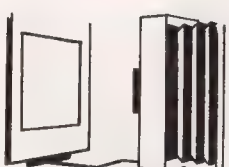
BURNING IN THE PLATE



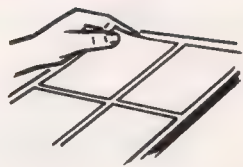
ETCHING THE PLATE



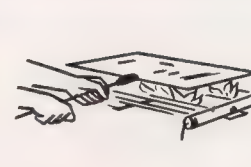
PASTEUP



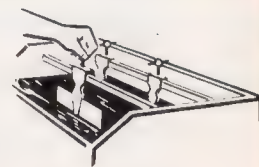
PHOTOGRAPHIC NEGATIVE



STRIPPING AND INSERTING



BURNING IN THE PLATE



ETCHING THE PLATE

Special advantages of **FOTOFSETTER** *composition*

Kerning characters provide a perfect fit

The capital letters A F L P T V W and Y have always presented problems of proper fitting in machine composition. Special kerning Fotomats solve this problem. Made on narrower matrices with the object set off center, they provide a means of setting correctly spaced composition in any combination of letters.

AWAY
BUILT
TAKE
Week
Pot
Favor
VARNISH

AWAY
BUILT
TAKE
Week
Pot
Favor
VARNISH

Initial letters

ANY COMBINATION of initial letters and text can be composed readily on the Fotofsetter machine by making two simple adjustments. There is no need to "cut-in" to get a proper fit.

YOU CAN set either raised or descending initial letters up to thirty-six point in size directly on the Fotofsetter machine with exact alignment. Larger sizes can be made quickly, then stripped and inserted in place.

Enlargements

Fotofsetter composition is made directly on film from a precise character object imbedded in the Fotomat. By placing this composition in a standard photographic enlarger, any desired size of type may be obtained. These blow-ups are sharp, clean, free from ragged edges, need no retouching. The example at right is reproduced from a direct enlargement of this thirty-six point . .

SALE

SALE

Complete book pages

Complete book pages can readily be composed on the Fotosetter machine including all the necessary "leading." After developing, this composition—in the form of negative or positive transparencies—is ready for quick stripping and inserting into press forms for albumen or deep etch reproduction by offset lithography, line engraving for letterpress reproduction or direct use in the gravure process. The mixer feature of the Fotosetter permits full use of roman and italics or bold, with small caps and figures.

DOOLEY WAS A COP . . .

room. Large tears rolled down Al's face. He kept repeating, "They beat me . . . they beat me," and then he lost all control. His big body shook with sobs. This time, his mother couldn't comfort him. His loss was too great. Finally she persuaded him to go to bed. Then she undressed and knelt beside her own bed with a rosary in her hand. Emma Dooley was a frightened mother now. She could do nothing but pray. And she knelt there praying until the gray dawn lightened and the street noises told her that the world was awakening and it was time to get breakfast for her family.

4

The afternoon newspapers of Wednesday, November 15, all carried large headlines on their front pages. Purchasers of the *New York Journal-American* read the following story:

MAYOR OF LONG BEACH SLAIN BY POLICEMAN

A long-smouldering feud in the tangled police-politics of Long Beach, L. I., erupted today as Mayor Louis F. Edwards, 47, was shot to death by a disgruntled member of the town's police force.

As the Mayor stepped from his home at 15 W. Beech St., accompanied by his bodyguard, Detective James Horan, Patrolman Alvin Dooley, gun in hand, suddenly confronted them.

Neither Horan nor the Mayor had a chance. Five shots mowed them down, killing Edwards and critically wounding the detective.

A few seconds later, as the Mayor's wife and horrified neighbors rushed to the street, Dooley, smoking gun still in his hand, cried at them:

"I just shot thar ——— Mayor and his stool-pigeon Horan, and I hope they both die."

Mayor Edwards, the father of five children, died at 10:30 A.M. on the way to Long Beach Hospital. Three bullets entered his body on the right side.

Horan, shot in the left kidney, was in a "very very critical" condition at the hospital.

Dooley—in the pocket of his uniform was found a half-pint of whiskey from which he had taken two drinks—was boastful and defiant as police questioned him at City Hall.

75

This is a page from
COURTROOM by Quentin
Reynolds reset in Foto-
setter Garamond and
reproduced by permission
of the publisher, Farrar
Straus and Company, Inc.

Ruled forms

Ruled forms can be set accurately and fast on the Fotosetter machine by using unique ruling matrices that produce straight, continuous lines without breaks or blemishes. Vertical lines can be quickly ruled in on the film after development. The Micrometer Film-Feed permits setting to inch measurements or to fit typewriter line spacing.

SUPER MARKET

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		Date				
Quant.	ITEM	Retail Price	Total Price	Each Tax	Total Tax	Quant.
ANTISEPTICS						
	Lavoris Sm. 4 oz.	.25				
	Lavoris Med. 9 oz.	.45				
	Listerine Sm. 4 oz.	.25				
	Listerine Med. 7 oz.	.43				
	Listerine Lge. 14 oz.	.69				
BABY NEEDS						
	#151 Anti Colic Nipples (3")	.27				
	Barcelona Soap	.23				
	Evenflo Complete 4 oz. 8 oz.	.25				
	Evenflo Nipples (3")					
	J & J Baby Oil Med. 6 oz.					

ITEM	Retail Price	Total Price	Each Tax	Total Tax
DENTAL PREPARATIONS				
Colgate To. Paste Lge.	.25			
Colgate To. Paste Gt.	.43			
Colgate To. Paste Eco.	.59			
Colgate To. Powder Gt.	.39			
Colgate Ammon. Po. Lge.	.25			
Colgate Ammon. Po. Gt.	.43			
Forhans To. Paste Lge.	.39			
Ipana To. Paste Med.	.25			
Ipana To. Paste Lge.	.43			
Ipana To. Paste Eco.	.57			
Ipana To. Paste Lge.	.43			

Tabular matter

Tabular matter may be set at either or both ends of a justified line. The precise construction of the Fotosetter camera and matrices assures alignment of columns.

RATING	NECK VELOCITY (in feet per minute)								
	800	900	1000	1100	1200	1300	1400	1500	1600
capacity in cfm	110	120	135	150	165	175	190	205	220
static pressure in. wg	.013	.017	.022	.027	.033	.039	.046	.053	.061
static pressure in. wg	.021	.028	.035	.043	.053	.062	.072	.084	.096
static pressure in. wg	.035	.047	.058	.072	.086	.103	.122	.140	.163
Min.—max. radius of diffusion, ft.	3-6	3-6	3-6	3-6	3-7	4-8	4-9	4-9	4-9
capacity in cfm	135	155	175	195	215	235	255	275	295
static pressure in. wg	.014	.018	.023	.029	.035	.041	.048	.056	.064
static pressure in. wg	.022	.028	.036	.044	.054	.064	.074	.086	.099
static pressure in. wg	.037	.048	.060	.074	.089	.107	.126	.147	.168
Min.—max. radius of diffusion, ft.	4-7	4-8	4-8	4-9	4-9	4-9	4-10	5-11	5-11
capacity in cfm	245	280	315	350	385	420	455	490	525
static pressure in. wg	.015	.020	.026	.032	.038	.046	.053	.061	.071
static pressure in. wg	.024	.031	.039	.048	.058	.070	.081	.094	.108
static pressure in. wg	.040	.053	.067	.083	.098	.115	.138	.163	.188
Min.—max. radius	4-8	5-9	5-11	5-11	5-11	5-11	5-11	5-11	5-11

All classes of composition can be set on the Fotosetter line composing machine . . . business or social announcements, mixed composition for industrial catalogs, labels or letterheads

DATING ATTACHMENT

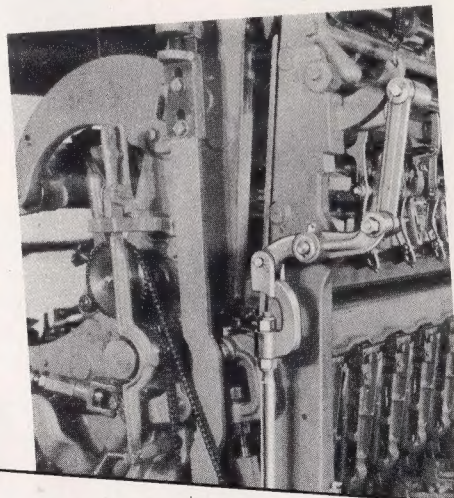
ERMOLD SERVICE MANUAL

1. OPERATION

(A) Dating Assemblies automatically print dates or code numbers on the backs of body labels just before the labels are extracted from the label box by the pickers.

(B) The printing surface of the type should indent the label surface approximately one-eighth inch to assure a clear, legible impression. To adjust the swing of the dater for this purpose, simply adjust the two nuts on the offset link. Raise the nuts to change the swing of the dater for a deeper impression. Lower the nuts for less impression.

(C) Ink pads should be re-inked at the start of every run. To do this, remove the ink pad holder by pulling it out of the frame. Separate the pad with the holder.



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defining the place and function
of business and industrial magazines
in our American economy*



midland
pelleted
seeds

PETUNIA
Bedding
Mixture

Delicate shades of lovely colors make this mixture one of the very best. An abundance of blooms all season.

HOW TO PLANT MIDLAND PELLETTED SEEDS. Carefully prepare seed bed with very fine soil and lightly press Pellets flush with the top of the bed.

DO NOT PLANT DEEPER THAN DIRECTED. After planting, carefully moisten seed bed. To prevent crusting of surface soil keep seed bed moist until young plants emerge.

WHEN - After danger of frost is past and the earth is warm.

WHERE - These Midland Pelleted Seeds are large enough to space as desired but Petunia seeds are very weak so we suggest close spacing. As growth progresses crowded plants can be easily removed.

When composition of exquisite beauty is needed to enhance the illustration, to lend tone to advertising, Fotosetter composition has no equal.

There's



a technique

in wearing

fragrance . . .

• Some women always smell so nice . . . not overpoweringly scented, but delicately, lingeringly fragrant, as a lady should be. And here's how it's achieved: Splash, splash yourself all over with toilet water; then accent with touches of perfume in the same fragrance. You'll find it especially effective if you've chosen

Ciro's world-popular NEW HORIZONS—a soaring, spirited scent that carries you on and on.

• NEW HORIZONS Eau de Toilette is made to be worn freely: when you're fresh from the bath . . . a few drops on your hair at bedtime . . .

a touch at your wrists before you serve dinner.

• NEW HORIZONS Perfume is the last thing to put on when the door-chime rings, and you're ready to go. This charming dual way to use fragrance is as necessary to good grooming as gloves and lipstick.



PARFUMS

CIRO

The Fotosetter machine offers perfect spacing, sharp, accurate letter outlines, as well as unlimited expression of the type designers' art.

Desk Model

Fotosetter Photographic Line Composing Machine



THIS compact and highly flexible Desk Model Fotosetter machine operates in the same manner as the regular Fotosetter machine *except that assembly and distribution of matrices is manual.*

HOW IT WORKS—Matrices are hand assembled from convenient cases and placed in a composing stick. The stick transfers the line to the assembling elevator where the matrices are raised to the delivery slide. The line is exposed automatically in the same manner as on the regular Fotosetter machine. The exposed matrices are then transferred to a toothed bar from which they are removed for manual distribution.

HOW IT'S USED—This Desk Model Fotosetter machine is excellent for hand composition of occasional display lines, various classes of headletter work, limited amounts of text composition and for setting of corrections.

Used as an auxiliary to the regular Fotosetter machine, the Desk Model not only saves time in making corrections, but can also be used for setting display, heads and captions while the regular Fotosetter machine is continuously setting text composition. The Desk Model will also be found useful for map-making, setting certain kinds of advertising composition as well as for many unique and specialized uses.

All the composition in this booklet was produced on the Intertype Fotosetter photographic line composing machine—mainly in the Fotosetter Baskerville series. Fotosetter Futura and Fotosetter Garamond were also used. The example of the script type is particularly noteworthy.

With the exception of the large initial letters on pages one and three, all letters and words over 36 point were enlarged directly from Fotosetter film.

Deep-etch plates were made directly from wrong-reading positive film. Pages eighteen and nineteen and the captions

on pages fifteen and sixteen however were made by photographing complete paste-ups. Composition for this purpose was furnished on opaque photographic paper. Individual page make-up of composition was performed on the Fotosetter Page Make-up Table.

INTERTYPE CORPORATION

BROOKLYN 2, NEW YORK